

# Ad Specs: Skin Animated

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## User experience

Skins utilise the space around and above page content, filling the browser window to deliver high impact engagement.

[Click for demo](#)

[Click for psd template](#)

For more demos please contact [support@ivo.io](mailto:support@ivo.io)

## Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
Images (x7)	1940x500px Centre 280x3200px Left/Right (small) 600x3200px Left/Right (medium) 1000x3200px Left/Right (large)	JPEG	120kb 200kb each 300kb each 400kb each
Alternative: Adobe Photoshop file with each creative element on separate layer	Use provided .psd template	PSD	100mb (max)

## Specs for separate assets and design by Reach

Asset type	Accepted Formats	Recommended dimensions
Logos / icons or graphics	Vector (scales without distortion) .psd   .png   .eps   .ai   .svg	N/A
Images / photography	Hi resolution (preferred) .jpeg	1600x2300px 72dpi (portrait) 2300x1600px 72dpi (landscape)
Videos	720p (preferred) .mp4	1280x720px (landscape)
Copy / text elements Font(s)	Word doc (or similar) .doc Font(s) .ttf	N/A

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